



## Valdez Beautification 2021 Matching Grant Program

Good looks aren't everything, but they can definitely go a long way – especially when it comes to the outside of a small business. Research was completed on the following cities that assist beautification efforts in their communities with various types of matching grants:

- Long Beach, California
- Rogers Park, Chicago
- Tula, Oklahoma
- Ontario, California
- Princeton, West Virginia
- Huron, South Dakota
- Anderson, Chicago

The Valdez program, sponsored by the City of Valdez and recommended by the Beautification Task Force, was modeled from the programs above. It offers a matching grant designed to assist small businesses and non-profit organizations by improving the business setting for investors as well as to provide an overall upgrade in appearance for residents and visitors. 2021 will be the sixth year of the program and continues the expansion of eligible properties outside the core downtown district.

2021 program goals are:

- To improve the overall quality of building/structure facades and outside landscaping in order to attract more local residents and visitors to shop, eat, and do business in Valdez.
- To encourage and provide incentive for property/business owners to reinvest in our community.
- To provide higher ranking for grant applicants who choose to utilize local vendors, contractors, and materials.

**ELIGIBLE PROPERTIES:**

Eligible buildings must be used for commercial, non-profit, and/or mixed use purposes.

Eligible properties shall be geographically located in one of two “tiers”. Due to program goals and limited program funding, properties listed in Tier One will be given first priority for grant selection, however Tier Two properties may also be considered.

TIER ONE: Eligible properties located in the downtown area of Valdez. The downtown area is bordered by North Harbor Drive and Fidalgo Drive to the south, Pioneer Drive to the north, Meals Avenue to the east, and Hazelet Avenue to the west, and along the Richardson Highway from Meals Avenue to Crooked Creek. To be eligible for Tier One, properties must additionally have not have received City beautification matching grant funds in the past.

TIER TWO: Eligible properties located within Valdez city limits, but outside the downtown area. Eligible properties which have previously received a beautification matching grant also fall into Tier Two.

**INELIGIBLE PROPERTIES:**

Strictly residential properties, home-based businesses, and properties with delinquent property taxes are not eligible for the matching grant program.

**GUIDELINES:**

Grants will not be granted retroactively. All projects must be approved before any work begins.

If a business owner is not the owner of the building, they must get the property owner’s written approval prior to submitting an application.

Any changes to the project after grant approval must be approved before work commences or the grant will be forfeited.

Eligible improvements must be to the exterior of a building or landscaping and include, but are not limited to:

- Landscaping improvements. ***(Submitted projects which involve a landscaping component will be given higher priority consideration for the 2021 program.)***
- Removal of old signage and exterior clutter (to include removal of connex).
- Façade improvements.  
*Please note, painting of the exterior of a structure in conjunction with overall façade improvement will be given higher priority than simply painting.*

**ELIGIBLE COSTS (WITH APPROPRIATE DOCUMENTATION):**

- Materials and shipping costs for approved improvements.
- Costs from appropriately licensed third party vendors and/or contractors.
- Architectural and engineering services.
- City fees and permits directly related to the project.

### **INELIGIBLE COSTS:**

- Improvements commenced prior to application approval or issuance of notice to proceed.
- Improvements not specifically listed in the grant application.
- Improvements which are considered routine maintenance, such as replacement of light bulbs without an associated façade improvement, pavement replacement without an associated landscaping improvement, or painting without an associated façade improvement.
- Simple replacement of like items, such as a replacement of a sign with the exact same sign.
- Improvements made to previous work funded by a Beautification Matching Grant, unless the work is part of a phased beautification project.
- Repairs caused by damage to a building, structure, or property that should be completed through an insurance claim.
- Partial or full roof replacement.
- Improvements or work to a building or structure not yet built.

### **SELECTION PROCESS:**

Total funding available for the Beautification Matching Grant Program is determined by the Valdez City Council. Due to limited funding, projects meeting the criteria of this program will be presented to the Mayor's Beautification Task Force for selection.

**Applications are due to the City Clerk's Office no later than 5:00 p.m. on March 25, 2021. Applications received after the due date shall not be considered.**

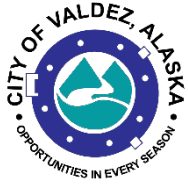
Applicants will submit a complete grant application to the City Clerk's Office at City Hall. This application must include a description of the desired project, sketches, samples, dimensions, bids, and a line item budget as outlined in the application. Sketches and renderings do not need to be professionally completed. Applications without design sketches or renderings will not be considered. The City may require more detail in order to issue permits after application approval.

**Please note: Depending on available funding for the grant program, awarded matching grants may be less than the full amount requested in the project application.**

Eligible projects will be scored by the Mayor's Beautification Task Force during their regular March 2021 meeting utilizing the score sheet on page four of this document.

Projects will be given higher priority if they make substantial visible improvements, are high visibility projects, result in improvements to surrounding properties, utilize locally procured materials/labor/contractors, and/or fall in Tier One as described above. Removal of exterior clutter, landscaping projects, and building façade improvements will also be given higher priority in the selection process.

The Mayor's Beautification Task Force will then forward the recommended list of grant awardees and grant amounts to the Valdez City Council for final funding approval at the next available regular Council meeting. Once grant projects are approved, City staff will mail matching grant award letters which include a "Notice to Proceed" for the project. The Notice to Proceed document must be signed by the grant recipient and returned to the City Clerk's Office before grant construction begins.



**City of Valdez 2021 Beautification Matching Grant  
Score Sheet for Task Force Evaluation of Grant Applications**

**Applicant's Name:** \_\_\_\_\_

**Project Description:** \_\_\_\_\_

**Requested Matching Grant Amount:** \_\_\_\_\_

**Please score this project in terms of:**

**Guideline Requirements:** Score: \_\_\_\_\_/ 5

- Does the project meet the guidelines of the application?
- Is the project aesthetic in nature or mostly maintenance?
- Does the submitted application include all required information about the project?

**Community Benefit:** Score: \_\_\_\_\_/ 5

- Does the project contribute to the overall goal of upgrading the appearance of the community?
- Does the project use locally sourced materials, labor, and/or contractors?

**Planning:** Score: \_\_\_\_\_/ 5

- Does the application include drawings or renderings of the project components?
- Is there sufficient planning to demonstrate the project can be successful?
- Does the timeline make sense to ensure quality in project implementation?
- Have the date and time been set for the project's completion? Can the project be complete in 2020?

**Please score this project's budget in terms of:** Score: \_\_\_\_\_/ 5

- Is the budget for the project competitive?
- Is the budget supported with a professional bid or bids?
- Can the project be successful if partially funded?
- Has the applicant leveraged additional resources?

**Tier Location** Score: \_\_\_\_\_/ 5

- Is this project located geographically in Tier One (5 points) or Tier Two (0 points)

**Total: \_\_\_\_\_/ 25**

**Rating Scale:**

The organization, program or project is:

- 5=**Overall excellent in all criteria with no *major* weaknesses or failings in the strict context of that criteria
- 4=**Very good in all criteria or excellent in almost all, with perhaps no more than one major area requiring attention, correction, or major improvement
- 3=**Good/average in all criteria, or very good in some areas but weak in others with at least one or more criteria requiring attention
- 2=**Weak in several areas, but not necessarily absent of some merit in some areas
- 1=**Very weak in almost all areas of the criteria

**Evaluator Name:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Overall Evaluator Comments:**

**CONSTRUCTION:**

Following approval, the applicant must secure all required federal, state, and municipal permits. **Projects which fail to obtain proper permitting shall forfeit their grant funding.**

If an applicant enters into an agreement with a contractor for the completion of specified eligible improvements, the applicant is solely responsible for the payment of services rendered on said project.

Applicant must complete the eligible improvements and submit for reimbursement **by November 30, 2021 as outlined in** the Notice to Proceed, unless otherwise extended in writing by the City of Valdez.

Time extension requests must be submitted to the Beautification Task Force thru the City Clerk's Office in writing. Extensions may only be granted one time, on a case by case basis, and for exceptional circumstances. Extensions must be approved by the Beautification Task Force and documented in a written letter to the grant awardee.

In the event the grant reimbursement package is not submitted by the deadline and a time extension has not been granted, the City of Valdez reserves the right to terminate the grant award without any liability to the applicant, so that those funds may be dedicated elsewhere.

**GRANT AMOUNTS:**

Business owners can apply for a grant rebate to pay for up to 50 percent of the cost of improvements, with a maximum reimbursement of \$10,000 per building. Projects involving corner buildings or spanning more than one lot/parcel may request larger grant amounts, not to exceed a maximum reimbursement of \$20,000.

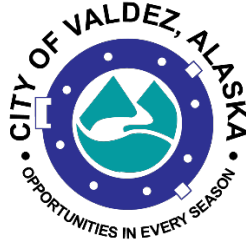
Business owners are also urged to seek grants on smaller projects in the \$500 - \$1,500 range.

**Please note: Depending on available funding for the grant program, awarded matching grants may be less than the full amount requested in the project application.**

**GRANT REIMBURSEMENT PROCESS:**

Once the eligible improvements have been completed, applicant shall notify the City through completion of a grant reimbursement request package. The applicant must submit documentation to the City as outlined in the reimbursement package below, including associated receipts and paid invoices for verification of eligible costs, copies of permits and inspection reports, the appropriate business W-9, and in the event applicant used a contractor, that the contract was paid. Applicants must also submit color before and after photographs when requesting grant reimbursement.

After reviewing the accuracy of receipts and/or invoices for the eligible improvements, and upon verification that the eligible improvements have been completed in accordance with the grant award scope and project design drawings, plans, or specifications; the City will reimburse the applicant the matching grant amount within 30 days. **Only those improvements included in the original grant award will be eligible for reimbursement.**



## Valdez Beautification Matching Grant Program 2021 Program Application

### 1. PROJECT LOCATION

Address to be improved: \_\_\_\_\_

Assessor Parcel ID Number(s): \_\_\_\_\_

Name of Business or Organization: \_\_\_\_\_

Is this property (check one):      \_\_\_\_\_ Tier One      \_\_\_\_\_ Tier Two

### 2. APPLICANT INFORMATION

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Email Address: \_\_\_\_\_ Phone: \_\_\_\_\_

Do you: \_\_\_\_\_ Own      \_\_\_\_\_ Rent (month to month)      \_\_\_\_\_ Lease

If leased, date of lease expiration: \_\_\_\_\_

Name of Property Owner(s): \_\_\_\_\_

Property Owner Email Address: \_\_\_\_\_

Property Owner Phone: \_\_\_\_\_

**3. DESCRIPTION OF PROPOSED IMPROVEMENTS**

Please attach the following to this application for consideration:

- (a) Detailed written description of proposed work;
- (b) Sketches or drawings of proposed improvements, including samples/photographs of paint colors or materials to be used (do not need to be professionally drawn, but are required for application consideration);
- (c) Color “before” photographs of the area or areas to be improved;
- (d) Bids for contracted work; and
- (e) A letter/narrative addressed to the Beautification Task Force explaining how the proposed work adds to the aesthetics of your property and our community.

**Applications missing any of the above items will not be considered.**

**4. ESTIMATED DAYS/MONTHS FOR PROJECT COMPLETION:** \_\_\_\_\_

**5. ESTIMATED COSTS (ATTACH AN ITEMIZED LIST OF COSTS ASSOCIATED WITH YOUR PROJECT.)**

TOTAL ESTIMATED PROJECT COST: \$ \_\_\_\_\_

TOTAL MATCHING GRANT REQUESTED: \$ \_\_\_\_\_

**Depending on available funding for the grant program, awarded matching grants may be less than the full amount requested in this project application.** Could and would you proceed with this project if you are awarded less than the full matching grant amount requested?

Circle one: YES      NO

Please explain. \_\_\_\_\_

By signing below, I confirm I have read and understand the requirements and process for the 2021 Beautification Matching Grant Program. The information submitted in this application is true and complete to the best of my knowledge.

Property Owner Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Applicant Signature: \_\_\_\_\_ Date: \_\_\_\_\_



## Valdez Beautification Matching Grant Program

Office of the Mayor  
PO BOX 307  
Valdez, AK 99686

PROPERTY OWNER  
PO BOX XXX  
Valdez, AK 99686

Dear \_\_\_\_\_,

Congratulations! The Mayor's Beautification Task Force selected the XXXXXXXX as a recipient of a 2021 Beautification Matching Grant.

Based upon your application, program guidelines and available grant funding, the Mayor's Beautification Task Force and Valdez City Council approved your award as follows:

XXXXXXXX Aesthetic Improvements (As outlined in application) \$XXXX

**Total Award: \$XXXX**

Only approved work, based upon your original application and up to the funding level above, will be reimbursed. Any changes to the project after grant approval must be authorized by the Beautification Task Force before work commences or the grant will be forfeited.

All grant eligible improvements must be completed and your grant reimbursement package submitted by November 30, 2021. Time extensions may only be granted on a case-by-case basis and for exceptional circumstances. Requests for time extension must be made in writing and submitted prior to the grant reimbursement deadline. In the event the improvements are not completed by the deadline, the City of Valdez reserves the right to terminate the grant award without liability to you, so that those funds may be dedicated elsewhere.

Please note, if you enter into an agreement with a contractor for the completion of specified eligible improvements, then you are solely responsible for the payment of services rendered on said project. Additionally, failure to obtain proper municipal, state, and federal permits for your project will result in ineligibility for grant funding reimbursement.

Grant funding is only awarded after all project work is complete and required grant documentation submitted to the City.



Please carefully read and follow the steps outlined below to ensure grant reimbursement:

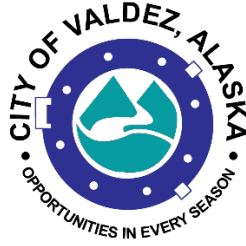
1. **Sign and return the attached Notice to Proceed before beginning any work.**
2. Take color “before” photographs of the area(s) to be improved as part of the grant award.
3. Apply and secure all permits required by the City of Valdez, State of Alaska, or other regulatory bodies.
4. Save all original receipts associated with grant-eligible project related work, including materials purchased, payment to third party vendors, contractors, architectural or engineering services, and paid fees and permits.
5. Schedule and receive any building or other inspections required by the City of Valdez, State of Alaska, or other regulatory bodies.
6. Take color “after” photographs of the area(s) improved as part of the grant award once project work is complete.
7. Submit the following to the City in one documentation package for review:
  - Completed Beautification Matching Grant Reimbursement Form;
  - A copy of this letter;
  - Copy of your completed Notice to Proceed;
  - Color “before” and “after” photographs;
  - Copies of all permits and inspection reports associated with the project;
  - Document itemizing all expenses related to the project (typed or handwritten);
  - Originals of all receipts associated with the project (all invoices must indicate they have been paid prior to submission);
  - Proof of contractor payment (if applicable); and
  - Copy of your business’ IRS W-9.

City of Valdez  
Beautification Matching Grant Program  
Attn: City Clerk’s Office  
PO BOX 307  
Valdez, AK 99686

After reviewing the accuracy of receipts and/or invoices for the eligible improvements, and upon verification that the eligible improvements have been completed in accordance with the design drawings, plans, specifications, or grant application; the City will reimburse you up to the grant award amount outlined in this letter. Reimbursement will be provided within 30 days.

Sincerely,

Sharon Scheidt  
Mayor of Valdez



## Valdez Beautification Matching Grant Program NOTICE TO PROCEED

Date: \_\_\_\_\_

Project: Valdez Beautification Matching Grant Program

To: XXXXXXXX

In accordance with the Agreement dated \_\_\_\_\_, you are to complete the WORK not later than November 30, 2021.

Summary of WORK:

- XXXXXXX
- XXXXXXX

Total estimated project costs are \$XXXXX. A maximum reimbursement of \$XXXXX has been approved.

By: \_\_\_\_\_ Date: \_\_\_\_\_  
Title: City Manager

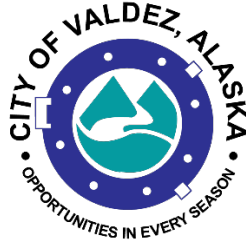
## ACCEPTANCE OF NOTICE

Receipt of above NOTICE to proceed is hereby acknowledged by \_\_\_\_\_

\_\_\_\_\_ this, the \_\_\_\_\_ day of \_\_\_\_\_, 20 \_\_\_\_.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Printed Name: \_\_\_\_\_ Title: \_\_\_\_\_



# Valdez Beautification Matching Grant Program REIMBURSEMENT FORM

Name of Grantee: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email: \_\_\_\_\_

Item(s) to be Reimbursed (Attached itemized list which must match submitted receipts):

Total Project Costs: \$ \_\_\_\_\_

Total to be Reimbursed: \$ \_\_\_\_\_

Submit the following to the City Clerk's Office with this form and before the established deadline to be eligible for 50/50 grant reimbursement:

- Completed Beautification Matching Grant Reimbursement Form;
- A copy of this letter;
- Copy of your completed Notice to Proceed;
- Color "before" and "after" photographs;
- Copies of all permits and inspection reports associated with the project;
- Document itemizing all expenses related to the project (typed or handwritten);
- Originals of all receipts associated with the project (all invoices must indicate they have been paid prior to submission);
- Proof of contractor payment (if applicable); and
- Copy of your business' IRS W-9.

***I declare under the penalty of perjury that the information I have provided herein is true and correct.***

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Printed Name: \_\_\_\_\_ Title: \_\_\_\_\_